

\$3 million fund to support students

After three months of intensive effort by George Brown fundraisers, staff and friends, the final tally is in: \$1.5 million raised. With matching funds from the Ontario Student Opportunity Trust Fund (OSOTF), that means a new \$3 million endowment for student bursaries.

The matching funds program was introduced two years ago for colleges and universities. However, at the end of the first year, George Brown's tally was a mere \$80,000 in donations.

That all changed beginning last summer and fall when the Board of Governors rejuvenated the Foundation with a strengthened mission and dynamic new Board of Directors. Through the winter months, Boards, faculty and staff focused on OSOTF fundraising.

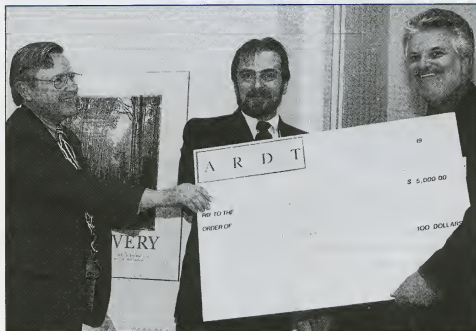
"A combination of effective leadership and a lot of commitment by staff and faculty moved us from the bottom of the colleges to very near the top," says *Henry Botchford*, Chief Executive Officer of the George Brown College Foundation.

The \$3 million addition almost doubles the bursary fund's assets from a year ago – an achievement that only took place in the last few months of the campaign. With more than 80 per cent of George Brown students applying for financial assistance, the endowment will make a real difference in the opportunities available to them.

It will take two years to collect all the pledges and start earning interest on the endowment, Botchford adds. Some donations have been directed to specific areas, while others will go into the general student assistance fund for bursaries. To Botchford, the great thing about the fund is, "We've done something that will last forever. It will be supporting students that aren't even born yet."

Another benefit is that "It's put us on the philanthropic map." Already the Foundation has developed an annual fundraising program to reach alumni, and a major capital campaign is next in the works.

"This success paves the way for larger initiatives in the future," Botchford says.



Improved facilities for Dental Technology students. Feliks Dawidowicz of the Association of Registered Dental Technicians (centre) presents a \$5,000 cheque to George Brown College President Frank Sorochinsky (right) and Michael Cooke, Dean of the College's Faculty of Community Services and Health Sciences (left). The money has been used to upgrade training facilities for dental technologists at the College's Casa Loma Campus.

They're supporting our students

Major donations in the OSOTF fundraising campaign came from generous sources such as these.

\$ 573,205	College events and activities
\$ 250,000	Bank of Nova Scotia
\$ 75,000	Bank of Montreal
\$ 75,000	CIBC
\$ 75,000	Royal Bank
\$ 50,000	Toronto Dominion Bank
\$ 50,000	Metis organization
\$ 136,709	Other corporate contributions
\$ 15,268	Staff and friends of the college
\$ 13,600	Various Ontario unions.



I am happy to tell you that the tremendous efforts of so many have once again resulted in the Board of Governors approving a balanced budget for 1998/99. We have achieved a significant financial turnaround, reducing the College's accumulated deficit. Because of this, we have been able to continue employment stability for our full-time staff, raise substantial funds for student financial assistance, invest in the College's future, and more. While working hard to balance the numbers, we have not just focused on these. In our budget for 1998/99, we will be able to advance the strategic direction of the College, providing funds to accomplish many needed areas of focus. Some of these are:

- development of new programs in a number of areas;
- focus on curriculum, teaching and learning;
- spend money on re-training for faculty and program development, rather than early leave packages;
- update teaching and learning facilities;
- innovation and flexible delivery methods for students;
- student success, including increased investment in learning resources and extended hours for resource centres;
- assessment and testing facilities;
- opportunities to celebrate George Brown College as a centre of learning.

These are just some of the many plans we have made. At the same time, we are committed to using resources and revenue wisely, maintaining employment for our full-time staff and providing seed funding for revenue-producing initiatives. The leadership, hard work, creativity and dedication demonstrated throughout the year by faculty, support staff and administration have contributed to this positive outlook. I look forward to seeing you in the Fall. Have a safe and happy summer!

— FRANK SOROCHINSKY

Memorial fund established for Community Services teacher

A student award in the name of *Margot McGrath-Harding* is being established by colleagues, students and friends at George Brown.

McGrath-Harding, 44, was killed in an traffic accident on June 19, 1998 while bicycling in her home town of Brampton.

She taught at George Brown since 1992 and was the co-ordinator of the Intervenor for Deaf/Blind Persons program. Students graduating from the program observed a moment of silence in her honour at their convocation ceremony on June 20.

Colleagues at George Brown remembered McGrath-Harding as a woman who was committed to education — she was a



member of a provincial education committee — and serving the Deaf/Blind community.

Before joining the college she worked for the Canadian National Institute for the Blind and the W. Ross Macdonald School for the Blind in Brantford.

She leaves her husband of 21 years Nick Harding, and teenage sons Brendan and Ned.

Contributions to the student award fund should be sent to *Dawn Zimmer*, in the Faculty of Community Services office at St. James Campus.

New Board members represent administrative, support staff

Administrative and support staff have new representatives on the Board of Governors.

John Hardy, representing administrative staff, takes his seat immediately, replacing *Barb Taylor* who has left George Brown. Representing support staff is *Adam Kung*, who joins the Board September 1.

Hardy, Director, Educational Resources, says improved communications between administrative staff and the Board is one of his priorities. "I want to get feedback from the administrative constituency about what information they need and the best way to communicate back and forth.

"I plan on being available to staff — my door and e-mail folder are always open," says Hardy.

A college employee since December 1975, Hardy says his area has evolved from simply library and audio-visual services to include assessment testing and the Open Access Computer Learning Centres.

Active in committee work, Hardy has been involved in the operational review of finance and accounting, job classification for support and administrative staff, academic planning and campus redevelopment.

Originally hired as the college archivist, he's served on the executive of the Toronto Area Archivists Group as well as the Ontario Council of Archives. His archival expertise

found a further outlet when he developed the Archival Practices certificate program in Continuing Education offered by George Brown.

"I've been involved in program development and many areas of administration — records management, human resource, and finance and accounting," he says.

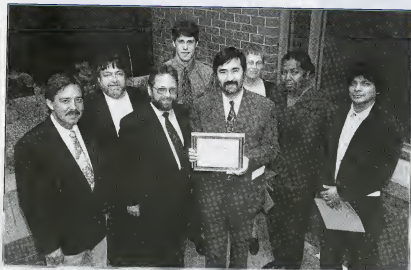
Adam Kung, Technologist in User Services & Telecommunications since April 1987, brings communication and problem-solving skills from his daily work to his new Board post. Because he serves clients on all campuses, he has a wide range of contacts, he adds.

In joining the Board, he says, "The college is now recovering from being hard hit in the past two years. I'd like to help the staff to recover."

Strengthening communication with the 386 support staff is a priority. "I want to make sure the message is passed down to each individual employee, to help people feel good about what they do."

No communication system is perfect, Kung says, and he wants to ensure positive feedback reaches staff, and that staff concerns are also heard. "People should be able to think, 'I helped the college recover,' and hold their heads high."

1998 George Brown College Award of Excellence winners



Educational Resources

The Open Access Computer Learning Centre team won the award for Outstanding Service to the College Community. From left: Bill Insley, David Mathewson, Educational Resources Director John Hardy, Steven Lake, Tetsuro Saito, Elsa Hokan, and Julio Ayala.



Faculty of Business & Creative Arts

Faculty Dean Don Graves with Anne McIntyre (Outstanding Community Service). Missing from photo: Kathy Holding (Leadership Award).



Learning Innovations and Academic Development (LIAD)

The Computer Literacy Project Team won the team achievement award. From left: Adil Vellani, LIAD Director Colin Simpson, Michael Tumpene, Cal Shaw, Carly McCallum, David Marangoni, Claire Chen, Sabastian Organisciak, Lan Lu, and Tahira Alam. Missing from picture: Albert Chau, Claire Cheu, Jason Choi, Stephen Flett, Derek Hauber, Julie Loez, Susan Longo, Steve Pylyp, Daisy Rey, Irina Remillard, Hanh Tang, and Richard Wilson.

Continued on next page

1998 George Brown College



Hospitality & Tourism Centre

From left: Dorothy Ellis accepting the Award for Teaching Excellence for Geoffrey Lough, Jean-Yves Vendeville (Leadership Award), Hercilia Medeiros (Outstanding Service to the College Community), Academic Vice-President Maureen Callahan, David Wolfman (Outstanding Community Service).

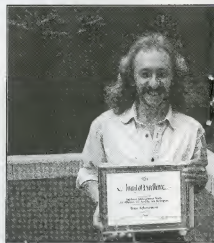
Faculty of Community Services & Health Sciences

From left: Sally Quan (Outstanding Community Service), Faculty Dean Michael Cooke, Marilyn Grant (Teaching Excellence), Anne Bosy (Leadership) and Dawn Zimmer (Outstanding Service to the College Community).



Faculty of Technology

From left: Kay Oxford (Outstanding Community Service), Chris Wengle (Outstanding Service to the College Community), Anne MacKenzie-Rivers accepting the Award for Leadership for Peter Loverick, Faculty Dean Joy McKinnon, Merle Reist (Teaching Excellence).



Facilities Management Department

From left: Gil Arruda (Team Achievement, along with Joe Alfonso and Joe Rodrigues, missing from photo), Director of Facilities

Award of Excellence winners

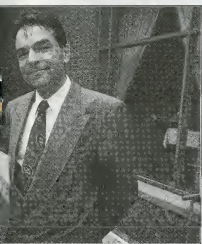
Facilities Management Department

From left: Dave Brown (Outstanding Service to the College Community), Director of Facilities Management Bashar Amer.

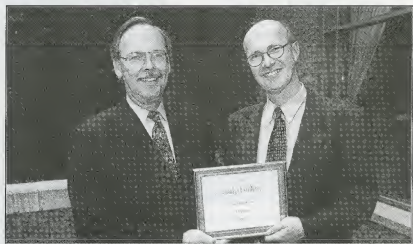


English as a Second Language Department

From left; Academic Vice-President Maureen Callahan, Edward Kuntz (Outstanding Service to the College Community).



Management Bashar Amer.
Missing from photo: Dave Brown
(Outstanding Service to the
College Community).



Student and Management Information Systems

From left: Vice-President of Corporate Services and External Affairs Bob Struthers, John Henderson (Leadership).

China delegates study George Brown techniques

Work and getting to know the Canadian culture were on the agenda this past spring when delegates from China's Suzhou Vocational College (SVC) visited George Brown.

The visit was the second phase of a four-year project (funded by the Canadian International Development Agency through the Association of Canadian Community Colleges) linking the two colleges.

The goal is to strengthen the Chinese institution's ability to meet the educational needs of their small and medium-sized business community, especially in the hospitality and tourism sector.

The two colleges have a lot in common, points out *Nancy Sherman*, Director, International Centre. "They're a perfect match for us, since they offer almost identical programs to ours."

The link originated when Hospitality professor *Bill Wong* identified SVC as a potential partner during a sabbatical trip to China, she explains. "He was a great matchmaker."

Representing SVC in the most recent exchange were Vice President *Huang Yin Liang*, Dean *Shi Si Dong*, and Vice-Deans *Chen Yan* and *Zhang Xian Sheng*.

"Many people from the college hosted them," Sherman says. "It was a very full two weeks." During their stay, the group participated in a series of workshops on outcomes-based curriculum development and program review, conducted by Academic Vice-President *Maureen Callahan* and Interdisciplinary Studies Chair *Fran Dungey*. Assisting with translation were *Peter Lovrick*, professor in Interdisciplinary Studies, and his wife, Theresa.

The visitors also toured college facilities including Technology, Fashion and Graphic Arts, as well as the Bell Centre, the English as a Second Language lab and the Open Access Computer Lab.

Since tourism is one of SVC's areas of expertise, the delegates combined business with recreation in excursions to Niagara Falls, a Blue Jays game and the George Brown fashion show. Members of

the Toronto Chinese Restaurant Association entertained the group at several local restaurants.

Of course, our own *Siegfried's* was featured as the site of a welcoming reception and dinner hosted by President *Frank Sorochninsky*. Concluding the visit was a dramatic multi-course dinner at The Tasting Rooms, owned and operated by George Brown graduate *Chris Boland*.

One goal of the visit was to map out the next phases of the exchange project. Sherman says that this fall *Maureen Callahan*, *Fran Dungey* and *Bill*

Wong will return to China to co-facilitate curriculum planning workshops for faculty. Technical upgrading in western culinary techniques will also take place, she adds.

Beginning in January 1999, three SVC faculty will come to George Brown for a three-month stay which will focus on English language training, culinary programs and computers. At the end of February, two more delegations including SVC deans and Directors, plus Suzhou chamber of commerce members, will arrive here for a 10-day study tour.



Standing (left to right): *Shi Si Dong*, Dean of the Department of Industrial & Commercial Management and Vice Professor; *Nancy Sherman*, Director, International Education; *Theresa Lovrick*, Translator; *Ms Zhang Xian Sheng*, Vice Dean of the Department of Applied Foreign Languages and Lecturer; *Ms Chen Yan*, Vice Dean of the Department of Electrical Engineering and Lecturer; *Peter Lovrick*, Professor and Translator; *Huang Yin Liang*, Vice President and Professor. Seated (left to right): *Fran Dungey*, Chair, Interdisciplinary Studies; *Maureen Callahan*, Vice President Academic and Student Affairs.

Technology students win medals

George Brown technology students won five medals in this year's Skills Ontario competition, and one silver medal in the Skills Canada competition in Vancouver. The college fielded eight competitors in the Ontario contest, held in Kitchener in early

May. The four students who went on to Vancouver in mid-May to compete with provincial winners from across Canada came back with a silver medal in plumbing – a category with 19 competitors.

City College on-line – reaching the world

It's 2 a.m., and a student in Tokyo is checking out the courses in our Management Studies program. A grad in Chicago is catching up on alumni news. A night owl in Toronto is telling us what she wants in a continuing education course.

All this – and more – is happening at City College On-line, George Brown's World Wide Web site (www.gbrownc.on.ca). In the first few months of 1998, some 34,000 people visited the site, which averages 500 hits per day.

The site's pages present a comprehensive picture of the college, with everything from a calendar of events to an alumni newsletter to distance education courses to the full-time and continuing education calendars. You'll even find the latest City College News there.

Weaving it all together is the college's webmaster, *Wayne Herd* of Educational Resources, who originated the site.

"I work on the site continuously, making updates on a daily basis," he says. "Usually, people approach me with information to be posted. The site's growing as more and more people get in touch all the time."

With its flexibility and worldwide audience, the website is a great opportunity for faculties and departments to promote their programs and activities, Herd says. "We can include more information than appears in the calendar – for example, frequently

asked questions, faculty profiles, curriculum information, career prospects and so on."

He's currently working with Community Services and Graphic Communications to add that kind of information. Eventually, every faculty will have its own detailed page on the site.

The Web is a natural match for international marketing efforts. As soon as it went live, students were downloading forms and applying for post-secondary and English as a Second Language programs, says *Nancy Sherman*, Director, International Education.

The international section appears in English and Japanese now, with Spanish, Portuguese, French, Korean and Chinese versions soon to come.

"We're quite pleased," says Sherman. "The site makes the latest information available and widens our outreach. It complements the rest of what we do."

The site also carries an ongoing continuing education marketing survey. Launched last December, the open-ended survey gathers information on topics such as people's perceptions of George Brown, their needs for continuing education courses and key factors in choosing a course.

"We're very pleased at the response," says Chair *Susan Horne*. "We're getting responses from people in our catchment

area who we know have some interest in George Brown, because they're visiting the website."

Feedback will be summarized periodically and shared with others in the college for use in developing courses.

Herd is essentially a one-person department, so new material is coming on-line gradually. Occasionally he uses student help to create new sections – the Student Success and Awards and Scholarships pages, for example.

"I'd also like to establish a network of liaison people to provide me with information and keep it up to date, and even create their own pages if they want," he says. Another potential enhancement is an intranet – a site just for George Brown staff with internal information such as policies and procedures, job postings and surveys that they could read and download at their leisure.

Clean and easy to use, the site reflects Herd's philosophy that "content is what's important, not a lot of glitz."

You can reach Webmaster Wayne Herd by e-mail, phone ext. 2660 or fax ext. 2661.

New Distance Education program launched

George Brown has launched a new distance education program to train people with court reporting skills. The program was launched by the Centre for Learning Innovations and Academic Development with an open house on June 17 at Casa Loma. *Susan Sheehan*, who developed the programs, says court reporting skills are used in TV captioning, note-taking for the deaf or hearing-impaired, and rapid text entry in medical, legal or corporate settings.

George Brown success stories

Holding an event? Speaking at a conference? Completed a degree or new professional designation? Publishing an article or paper? Share your success stories with the George Brown College community. Send a brief note and contact name and number to City College News, fax ext. 2303, e-mail ywall@gbrownc.on.ca. Or phone ext. 2059. We want to hear from YOU.



THE BIG CHILLER: A huge moveable crane drops a three-ton air conditioning unit, called a chiller in the trade, into place on the roof of the main St. James Campus building at 200 King St. E. in early June. The \$185,000 chiller was custom-made for the college in the U.S. Its installation is a major upgrade of the building's air cooling system, says campus manager Dave Rideout.

LIAD chair Jennifer Bolt aims to boost course start-ups

Distance Education will be gaining increased support with the appointment of Jennifer Bolt as the first chair in the Centre for Learning Innovations and Academic Development (LIAD).

Bolt, formerly professor in LIAD, says her new role will be twofold. One aspect will be helping faculty on secondment to LIAD to develop their distance education projects and get them implemented. The other will be to expand George Brown faculty members' use of the Bell Centre for Distance Education.

LIAD has been successful in the development of courses and programs, Bolt points out, but following through on implementation has sometimes been overlooked.

As chair, she'll be able to focus on logistical details like getting course numbers, lining up instructors and promoting the courses to students. "I'll work closely with the department chairs to support the new distance education programs," she says.

She'd also like to get more faculty involved in using the Bell Centre for things like video conferences and bringing out-of-town guest speakers to students. "All these

things can help them in their courses," Bolt points out.

Bolt will also explore new partnerships with other educational and business institutions who can use the Centre's technology to bring new learning opportunities to their students. As well, she'd like to see even closer collaboration with Bemidji State University in Minnesota, George Brown's partner in providing a degree program to students through distance education.

"I've always had one foot in the educational world and one in the corporate world," Bolt says of her background. She joined the college in 1991 as Co-ordinator, English & Liberal Studies (now Interdisciplinary Studies). The past three years she's spent in LIAD. "I've been involved in distance education and learning innovations from the ground up."

The move to new educational technologies was a natural fit for her, Bolt explains. Before George Brown, she worked in video-conferencing at IBM.

Today, she says, "I think I have the best chair's job in the whole school."

New School of Art and Design highlights GBC pre-eminence

The spotlight is being turned onto creative arts at George Brown with the formation of the new School of Art and Design in the Faculty of Business & Creative Arts.

"It's an accumulation of all of the art and design activity that was formerly spread across Graphic Communications, the Theatre School, and the Department Fashion and Creative Technologies," says Dean Don Graves.

Leading the organization will be a trio of administrators, each with a particular mandate. Michael Maynard will provide academic leadership as chair of the school. Rosalie Starkey will serve as Chair of Continuing Education and Public Relations, and John Price will function as Operations Manager.

The new structure was designed with three goals in mind, Graves says. "It creates a critical mass of arts activity, establishing George Brown in the public mind as a

substantial presence in art and design." With 1,800 students studying the field, the college is the second largest art and design institution in Ontario, he points out.

Consolidating art and design studies in one school "reflects our need to get the good story out to the public," Graves adds. New initiatives in public relations, marketing and relations with high schools – in the areas of both business and art and design – will spring from the restructuring.

Thirdly, the new structure puts the communications and marketing functions into sharper focus, rather than leaving them scattered across some 20 programs as previously.

"The arts at George Brown have been a well-kept secret," says Graves. "With the formation of this school, we intend to be the college of choice for part- and full-time studies in the visual, communication and performing arts."

CALENDAR

Aug. 5 *Microsoft Excel – Introduction*, 9 a.m. to 4 p.m., Bell Lab, Casa Loma. Fax your registration to ext. 4768.

Aug. 7 *E-mail and the Internet – Introduction*, 9 a.m. to 12 noon, Bell Lab, Casa Loma. Fax your registration to ext. 4768.

Aug. 10 *Microsoft Word for Windows – Intermediate*, 9 a.m. to 4 p.m., Bell Lab, Casa Loma. Fax your registration to ext. 4768.

Aug. 12 *Microsoft Excel – Intermediate*, 9 a.m. to 2 p.m., Bell Lab, Casa Loma. Fax your registration to ext. 4768.

Aug. 17 *Microsoft Access – Introduction*, 9 a.m. to 4 p.m., Bell Lab, Casa Loma. Fax your registration to ext. 4768.

Aug. 19 *Microsoft PowerPoint*, 9 a.m. to 4 p.m., Bell Lab, Casa Loma. Fax your registration to ext. 4768.

We welcome success stories about you or your colleagues. Deadline for submissions for the September issue is August 15.

City College News is published monthly for staff and friends of George Brown College by the Communications and Marketing Department.

Room 542-E, 200 King St. E.
Toronto, Ontario
Fax: (416) 415-2303
Phone: (416) 415-2900 ext. 6397
c/o Yasmin Walli
e-mail: ywalli@gbrownc.on.ca

Writers: Mary Fran McQuade and Neil McGillivray

Editor: Neil McGillivray

Design: Group Multimedia Network Corp.

Typography/Page Layout: Adam R. Mann

GEORGE BROWN
THE CITY COLLEGE